

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – General Elections, 2014 – Voter Awareness Campaign – Publicity through F.M. Radio Channels – Payment of Rs.33,76,980/- towards the cost of broadcasting charges to M/s Pamm Advertising & Marketing, Hyderabad – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No: 2126

Dated: 15-05-2014

Read the following:-

1. G.O.Rt.No.1475, Fin. (Expr.GAD-I) Dept., dt:11-04-2014.
2. Govt.Lr.No. 5451/Elecs.C/A2/2014-2, Dt.24-04-2014.
3. From M/s Pamm Advt. & Mktg, Hyderabad, Bill No. PH/2014/05/08, dt.12-05-2014.

ORDER:

In the Government letter 2nd read above, M/s Pamm Advertising & Marketing, Hyderabad has been requested to take up the publicity campaign through 91.1 F.M- Radio City and Radio Mirchi and to enhance the campaign period through 93.5 Red F.M and 92.5 Big F.M commencing from 16-04-2014 to 30-04-2014 in Telangana area and from 23-04-2014 to 07-05-2014 in Andhra & Rayalaseema regions with a total secondage of 36,000 for each station at a cost of Rs.20.88 lakh and Service Tax @ 12.36% extra in connection with General Elections, 2014.

2. Accordingly, the agency has take up broadcasting on voter awareness campaign through 91.1 Radio City, 98.3 Radio Mirchi, 93.5 Red FM & 92.7 BIG FM 16-04-2014 to 30-04-2014 in Telangana and from 29-04-2014 to 07-05-2014 and furnished the bill for an amount of **Rs33,76,980/-** and requested for payment.

Sl. No.	Radio Channel	Station	Total secondage	Amount
1	92.7 BIG FM	Visakhapatnam	63,000	3,78,000
		Tirupathi	63,000	3,78,000
2	91.1 FM Radio City	Hyderabad	18,000	1,80,000
3	91.1 FM Radio City	Visakhapatnam	66,000	3,96,000
3	98.3 FM Radio Mirchi	Hyderabad	7,000	2,80,000
	98.3 FM Radio Mirchi	Vijayawada	25,000	3,42,500
		Visakhapatnam	25,000	3,42,500
4	93.5 Red F.M.	Hyderabad	11,500	4,02,500
5	93.5 Red F.M.	Vijayawada	17,000	1,02,000
		Rajahmundry	17,000	1,02,000
		Tirupathi	17,000	1,02,000
Total				30,05,500.00
Service Tax 12.36%				3,71,479.80
Total Amount				33,76,979.80
Rounded off				33,76,980.00

(Contd...2..)

3. After careful examination, Government hereby accord sanction for payment of **Rs.33,76,980/-** (Rupees thirty three lakhs seventy six thousand nine hundred and eight only) to M/s Pamm Advertising & Marketing, Hyderabad towards cost of broadcasting voter awareness campaign through 93.5 Red FM & 92.7 BIG FM from 16-04-2014 to 30-04-2014 in Telangana and from 29-04-2014 to 07-05-2014 regarding General Elections, 2014.

4. The expenditure sanctioned in para 3 above shall be debited to **“2015 Elections - MH 104 Charges for Conduct of Elections for Lok Sabha and State Legislative Assemblies when held simultaneously – SH (04) Conduct of Elections to Lok Sabha and State Assembly – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the additional funds provided vide G.O. 1st read above.

5. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para (3) above and credit in favour of **“Pamm Advertising & Marketing, A/c No. 90061250000351, Syndicate Bank, East Patel Nagar, 7 Sethi Bhavan, 7-Rajendra Place, New Delhi-08, IFSC Code No: SYNB0009006, MICR Code No.110025014, PAN No.AAA FP 7680H.**

7. This order does not require the concurrence of Finance Department as per the orders issued vide G.O. 1st read above.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHR PRADESH)

BHANWAR LAL
CHIEF ELECTORAL OFFICER & E.O
PRINCIPAL SECRETARY TO GOVERNMENT

To

The General Manager, Pamm Advertising & Marketing, Hyderabad

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

SC/SF

//FORWARDED:: BY ORDER//

SECTION OFFICER